





Judging criteria

1. Clarity of the message

- a. Is the poster understandable without extra information?
- b. Are the objectives, research question or hypotheses clear?
- c. Are the results and conclusions clear?
- d. Is the poster clearly and logically set out?

2. <u>Data collection</u>

- a. Are the collected data appropriate for answering the research question?
- b. Are the data collection methods clearly stated? (e.g. primary data collection by print, telephone, web survey, or other measurement tools; or Secondary sources are cited—published reports, databases etc.)
- c. Has quality of the data been considered? (i.e. accuracy of measurements, size of the sample, reliability of sources etc.)
- d. Has the possible sample been randomly selected and effects of randomness been considered?
- e. Are the data sources referenced in the poster?

3. Analysis and conclusions

- a. Are the data analysed in terms of the research question or hypotheses?
- b. Is the analysis appropriate for the kind of data collected?
- c. How well is the research question answered?
- d. Are there conclusions and are they supported by the data?
- e. Are there any limitations discussed or improvements for future studies suggested?

4. Graphs and tables

- a. Are the graphs/tables/statistics appropriate for displaying and summarizing the data?
- b. Are there enough graphs/tables from different perspectives?
- c. Does every graph/ table add something to the poster?
- d. Are the graphs/tables properly titled and explained?

5. Presentation

- a. Is the poster readable from 2 metres (7 feet) away?
- b. Is there a good balance between graphs and text?
- c. Does the poster look neat?

6. <u>Creativity/importance</u>

- a. Is the research question creative, original?
- b. Can the study answer an interesting question?
- c. Is the design creative and original?
- d. Is the poster eye-catching?